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**Introduction**

This report will introduce the new web 2.0 company NT Wedding Secrets and outline its social network which is a place when brides-to-be or wedding planners. You can find everything on it from hair, makeup, venues, and even tips/advice. NT Wedding Secrets was created to make people aware of the different things that are out there for a wedding, as it doesn’t have to be all high class and expensive. There are things out there that can be below your budget which will allow you to save more money and not having to spend a fortune. I noticed with other wedding websites, there are no interactions with the social media at all, so I believe my website will stand out from other websites as I will combine a social network with forums, wedding reviews e.g. best hairdresser etc and tips/advices where people discover new places and have feedback. Social network is booming in this modern society and by having something like Facebook, it will generate more traffic to the website, notify people with updates and fast replies on questions.

**Idea and Background of NT Wedding Secrets**

The main idea of the NT Wedding Secrets is to make it a lot easier for brides-to-be or wedding planners as they can just jump online and start their research on their weddings. They can look up places where they can get their makeup and hair done and also from finding the best venues for the reception etc. While they research they will tell you what places are good and bad from other members and companies who have rated or have put their experience on there.

There’s nothing worse than booking something and not knowing what the place/stylist/dress looks like. But with NT Wedding Secrets, you won’t have a problem with that as there are photos and advice from previous members who have been in your shoes before. This website will be an easy guide for brides or even for wedding planners, as you can find everything on this website and no need to stress about something that isn’t there or done yet.

Why choose the NT Wedding Secrets? NT recommends people using this website because of their catchy logo which will catch the people's eyes especially for females. What catches the female’s eyes is the word “secret” why? It’s because every female’s wants their dream wedding to be a secret which would make them come to NT Wedding Secrets because they will keep your dreams safe and not letting anyone know about your dream ideas. This is a great place to come and look around for ideas for your wedding. NT Wedding Secret is a simple and short but powerful name which allows the passers-by to acknowledge the name.

**Target Audience**

NT Wedding Secret is designed to mainly attract bride-to-be and wedding planners. Since the NT Wedding Secret is on social networking site, it targets all people who are interested of getting ideas for private events, wedding birthdays etc. It’s a great site to come to look for ideas since it’s always been updated with the latest trends. That’s what most females would want, getting update with new things. The target audience that will be focused on will fit the following demographic and psychographic criteria:

## *Demographic*

* Younger adults,
* Mature adults aged between 20 – 40+
* Bride-to-be, Wedding planners,

## *Psychographic*

* Uses social networks
* Leisurely lifestyle
* Enjoy socialising & interacting with others

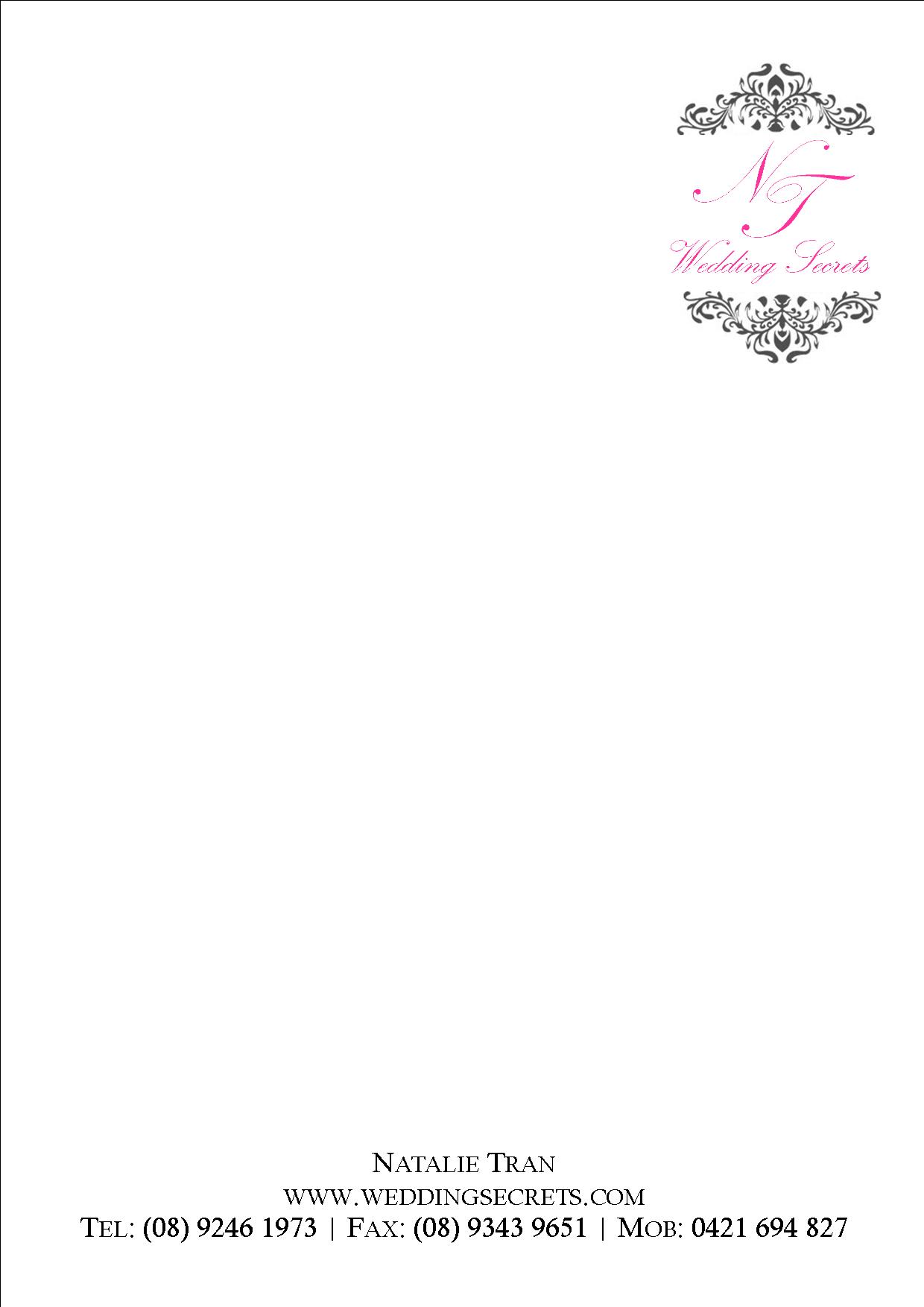
**The Logo**

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The reason behind the font is that it makes it look fancy and classy.

The wording and image swirls are well balanced. It’s simple and not too over board.

By using the colour grey for the swirls, it allows the NT Wedding Secrets to stand out more and also a lot clearly.

**Letterhead**

The reason why the logo is placed here is because images are always what catches viewers’ attention first

By putting this at the bottom of the page, you know that the information will be focused last and will also be absorbed too.

**Business Card**

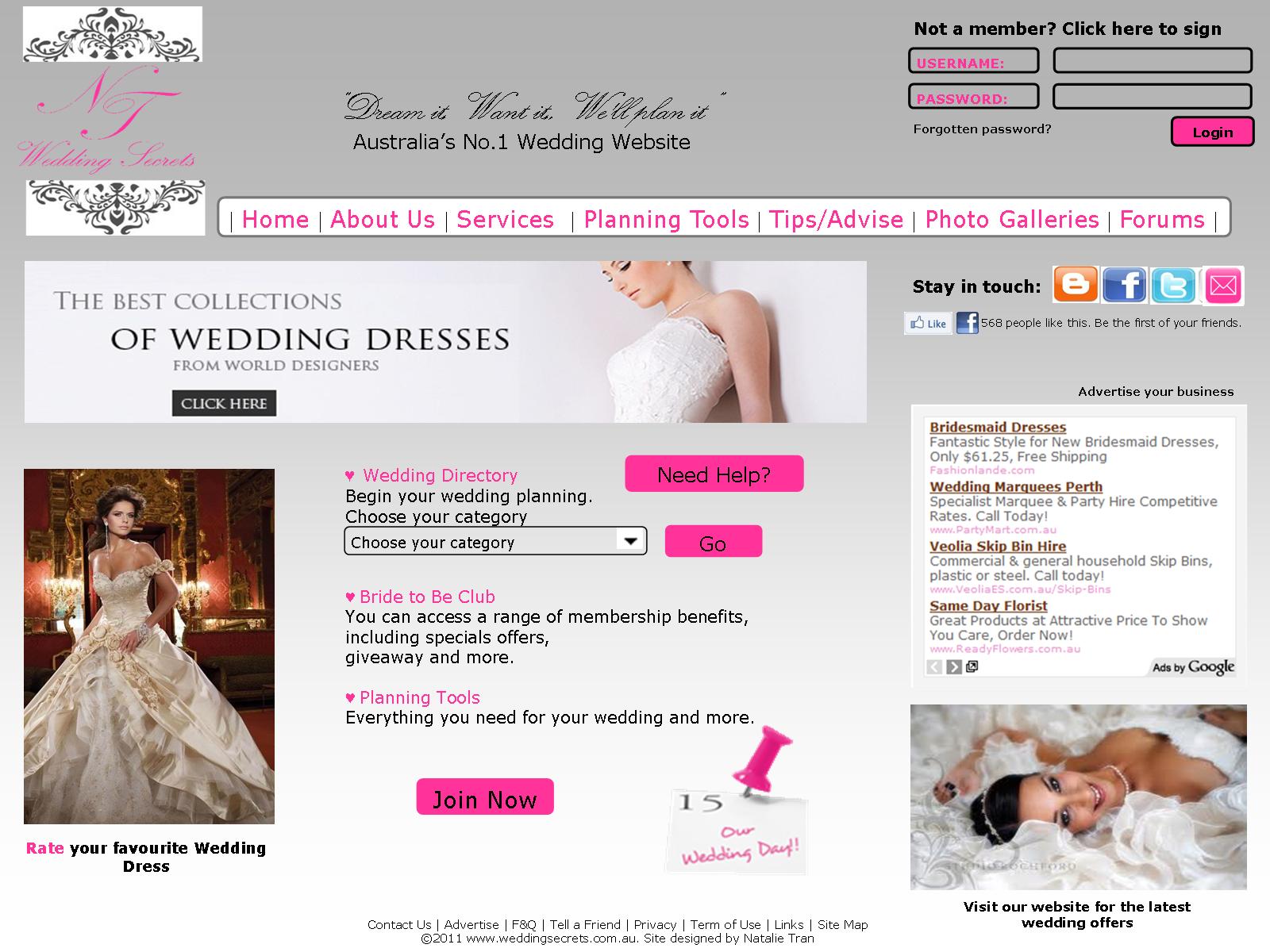
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The business card contains:

* The logo
* Name
* Personal number
* Company number
* Fax
* Website

This allows users to know how to get in contact with the company. If they have any inquiries, they will know where to go as it is all stated on the business card.

**NT Wedding Secrets Web 2.0 Design**

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**Webpage Interface**

The web interface for NT Wedding Secrets was created to be simply, professional and easy to use. The following are the tools that are in the webpage interface:

Log in - This allows users to go onto their profile and personal page.

Forgotten Password - This tool is used if you have forgotten your password. By clicking onto this button, it will allow you to reset it and have a new password which.

Home - This gets you back to the home page (So where you were in the beginning)

About us - This will tell you a little bit about the company and what they do. It will also have the company’s vision and mission statement.

Services - This is where you can find anything in regards to the planning from booking a cake maker to booking a venue. In the list their will be lots of contacts that you can browse through. They will be rate by previous users as this will make it easier to choose who you would trust to do things for you on your special day.

Planning tools - This is where you start your wedding plans. It contains:

* Budget calculator
* Seating planner
* My wedding website
* To do list
* Manage guest list

This tool will allow you to stay on track with how the wedding plans are going

Tips/Advice – This is where you can get tips/advice from the experts about your special day. These tips can come from the professionals but also previous users experience and they would like to give you some pointers.

Forum discussions – This is a place where you can say whatever you want and no one will judge you. Forum discussions go on forever. By putting your opinion into the discussion, you are helping someone but also you are socialising with other people. There are always new topics that come up as it is closely monitored.

Stay in touch – This is other social media that NT Wedding Secrets are associated with. You can follow us on either of them to see what is new and what is going on.

Facebook ‘Like’ button – This shows you how much people know us but also how popular and successful we are as a company.

Need help – This is a button where you can click on it if you are having some difficulties with the website. By writing keywords into the search box it will find the closest page that will give you the answer to what you need help with and hopefully it will solve your problem. If not you can always email us.

Wedding directory – This has all your numbers and address to different caterings, hair stylist etc.

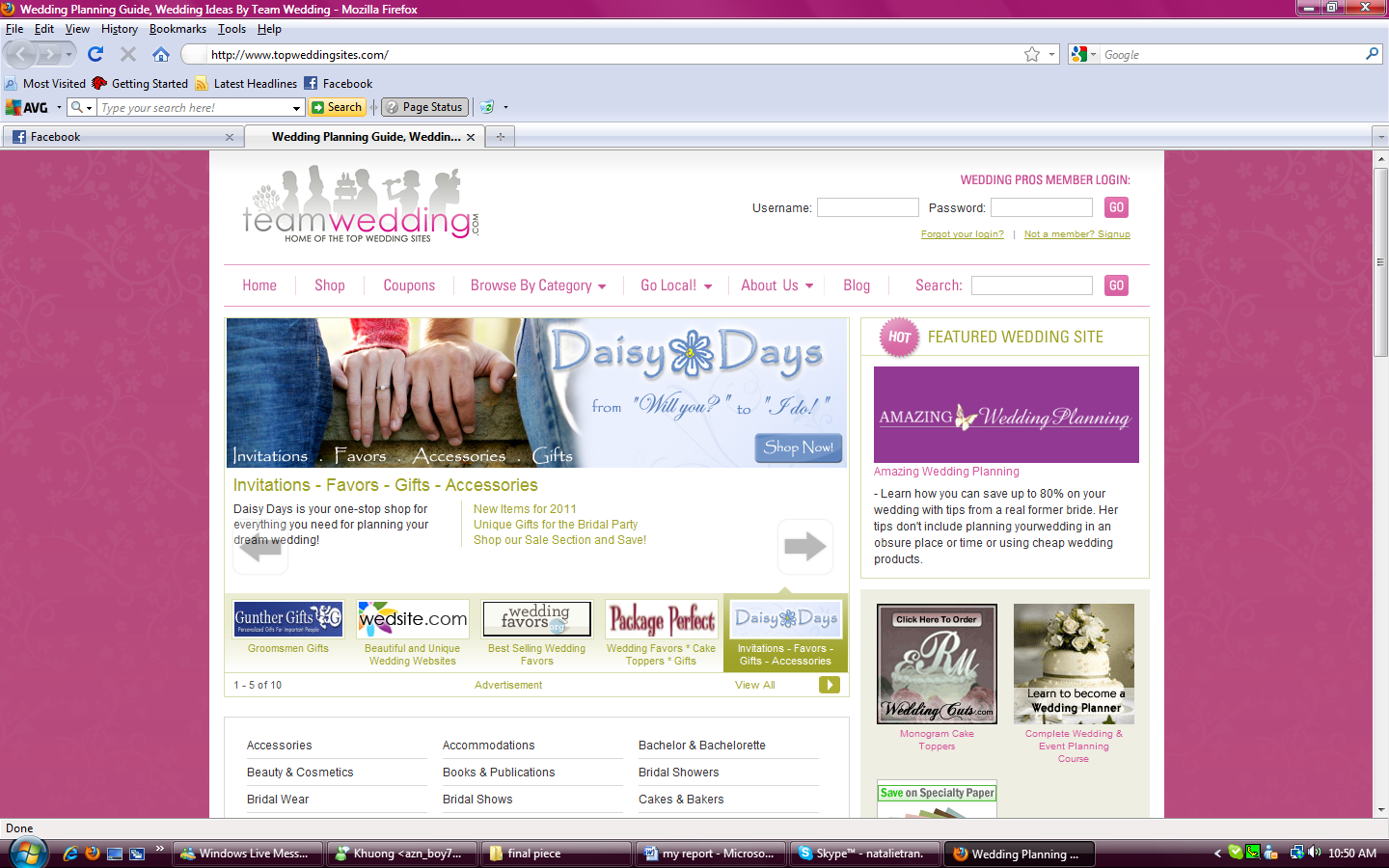
Join now – This is where you can become a NT Wedding Secret member, it’s just three easy steps.

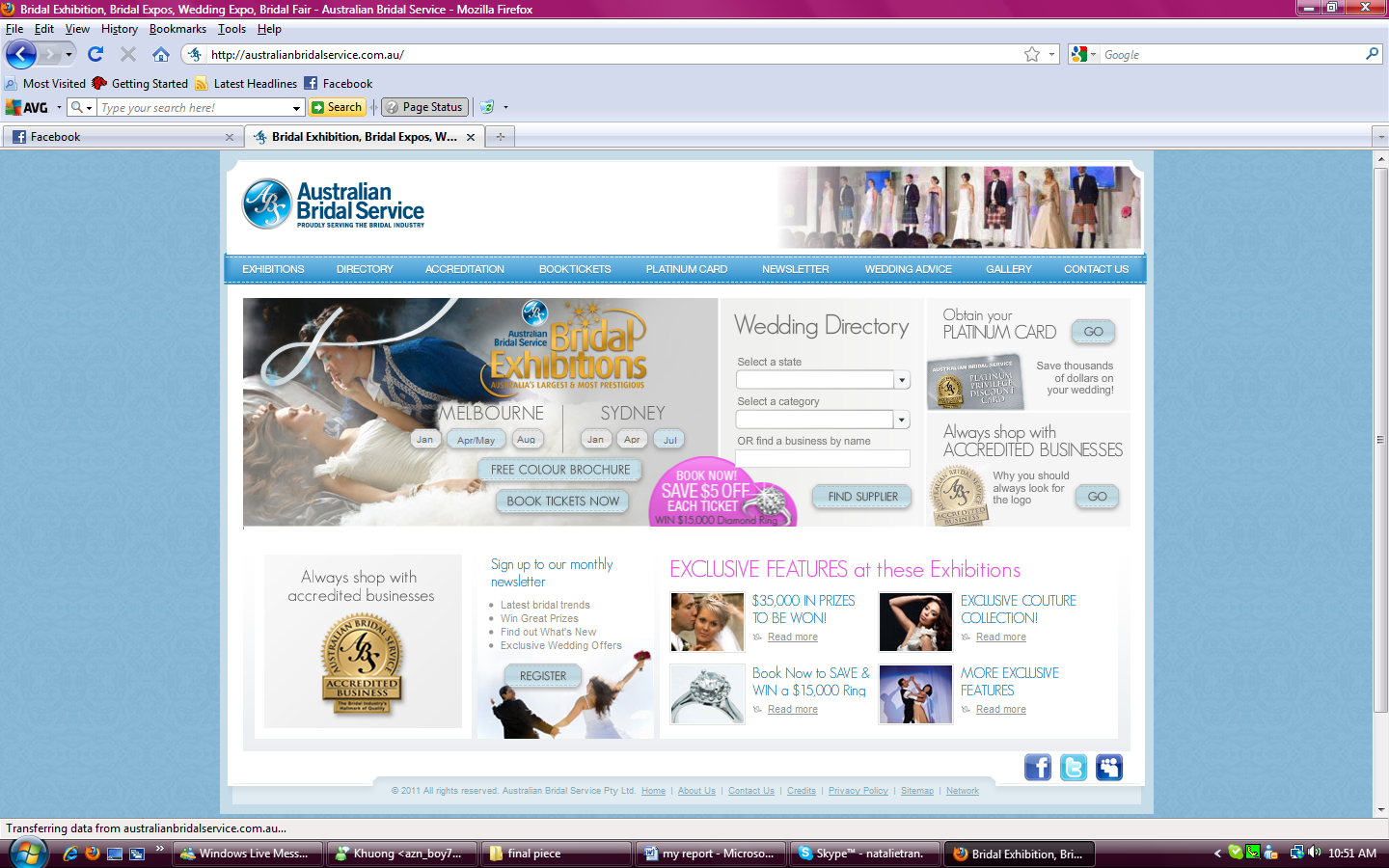
Advertise you business – This is where you can have permission to advertise you business onto this page and get some free publicity for your company to work your way up.

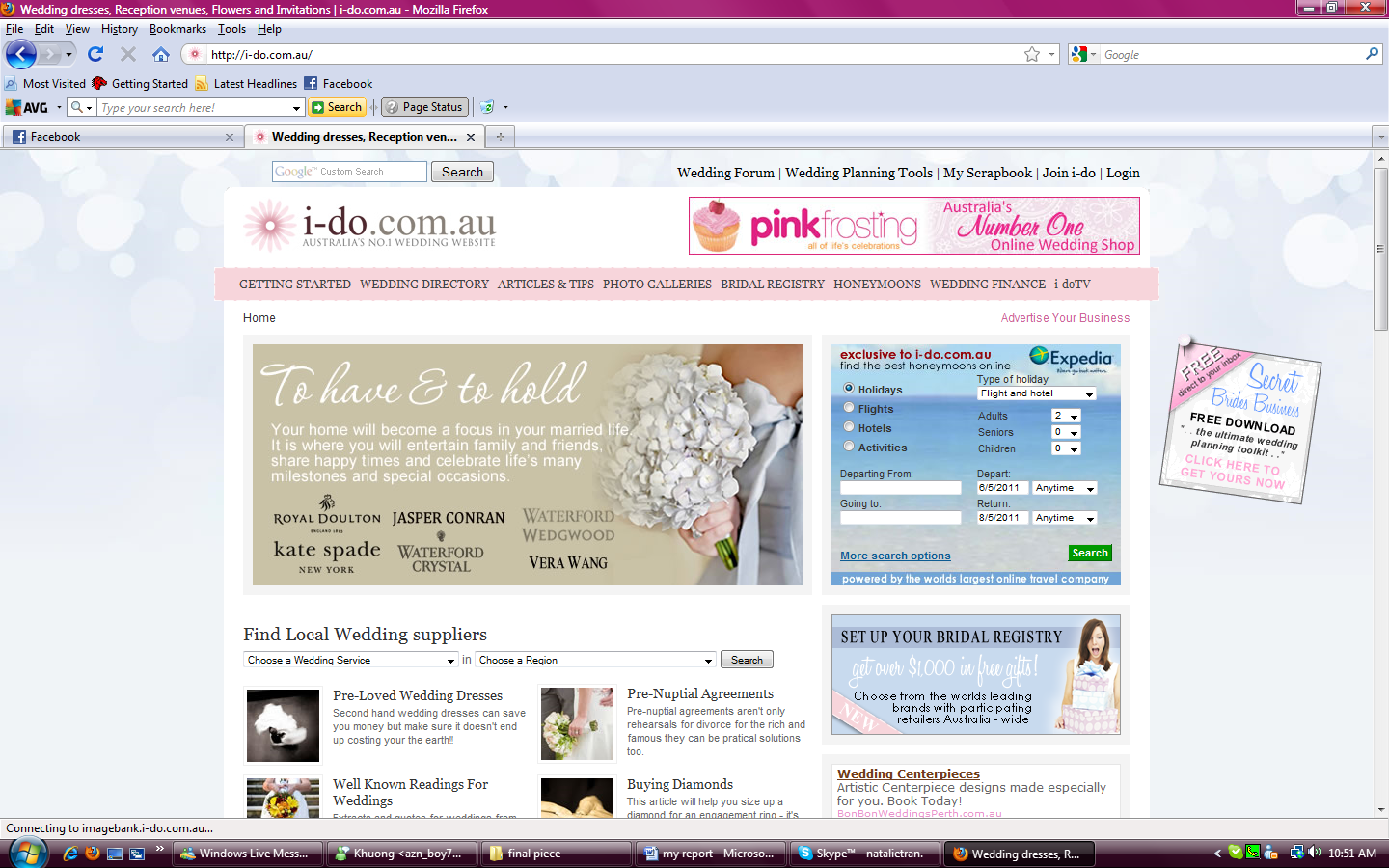
**Design Elements**

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| --- | --- | --- | --- | --- | --- |
|  | **Company Name** | **Logo** | **Business Card** | **Letterhead** | **Web 2.0** |
| **Layout** | Simple and professional. | Simple and well balanced with the colours used. | I believe keeping it simple and straight to the point will draw peoples’ attention. | By placing the logo on the top right hand side is because peoples’ attentions draw to images first before writing. It also balances what is on the paper. | Layout was to keep it simple. It is separated into 3 columns so it is easy to navigate through the website. |
| **Colours** |  | | | | |
| **Typography** | Font Title: Calisto MT  Company Slogan:  Kunstler Script | Font Title: Calisto MT  Company Slogan:  Kunstler Script | Font Title: Calisto MT  Company Slogan:  Kunstler Script | Font Title: Calisto MT  Company Slogan:  Kunstler Script | Font Title: Calibri (Body)  Company Slogan:  Kunstler Script |
| **Images** | Vintage swirls are used as it makes it look elegant and professional. When you think about wedding you think of nice and elegant things. | Vintage swirls are used as it makes it look elegant and professional. When you think about wedding you think of nice and elegant things. | Vintage swirls are used as it makes it look elegant and professional. When you think about wedding you think of nice and elegant things. | Vintage swirls are used as it makes it look elegant and professional. When you think about wedding you think of nice and elegant things. | Vintage swirls are used as it makes it look elegant and professional. When you think about wedding you think of nice and elegant things.  You have the bride photos to let people know what the website is. |
| **Reason behind the design** | Easy to remember and simple. As I didn’t want to overdo it too much by making it more fancy. I found simple was the way to go. | To create a logo that stands out and simple with the pink and grey colour.  Eye catching and professional. | Simple and straight to the point. | To catch peoples’ attention and allow them to recognise the company. | Easy to use and navigate for people that are unfamiliar with social media sites.  Easy to search for information. |

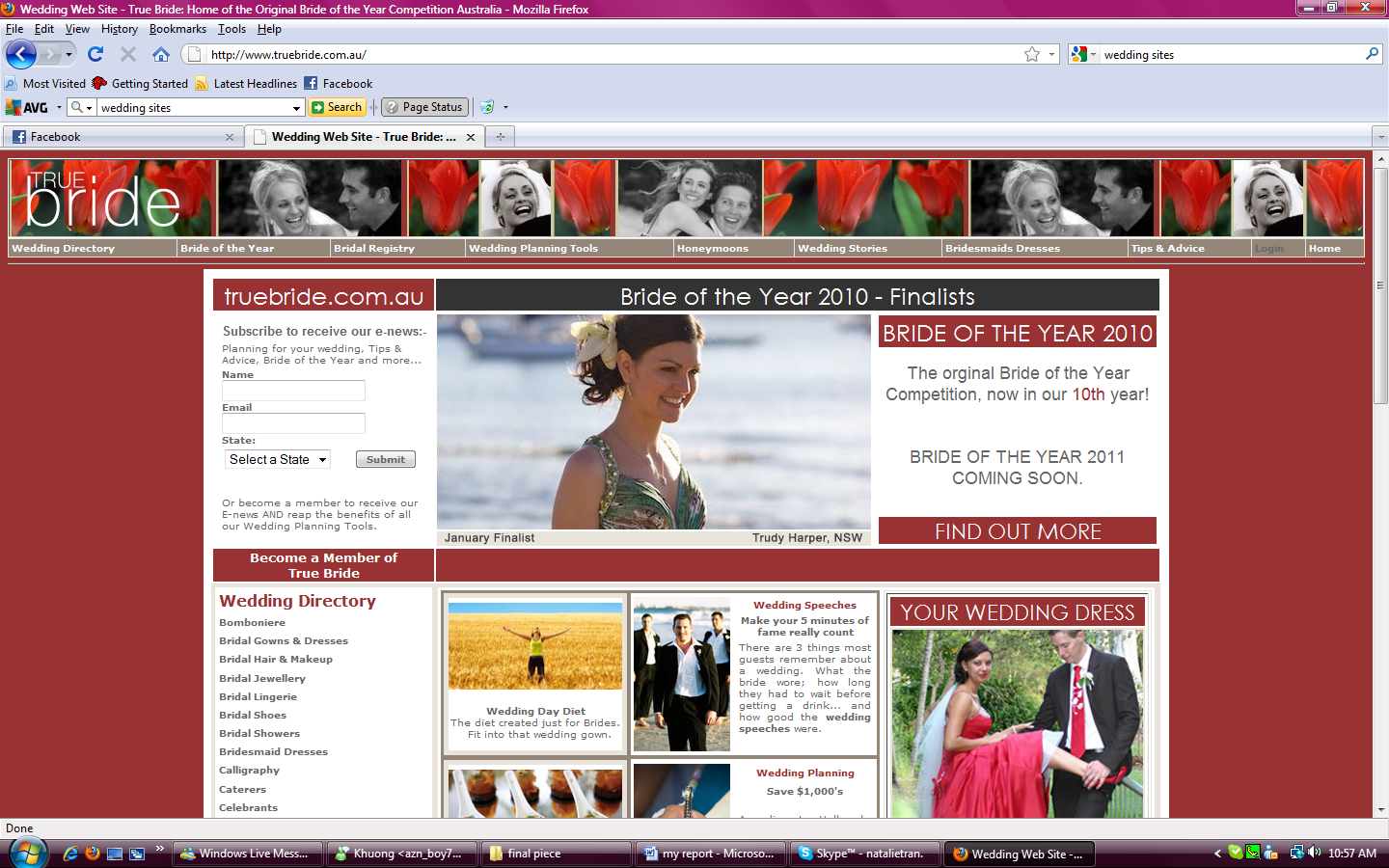
**Screen Dumps**

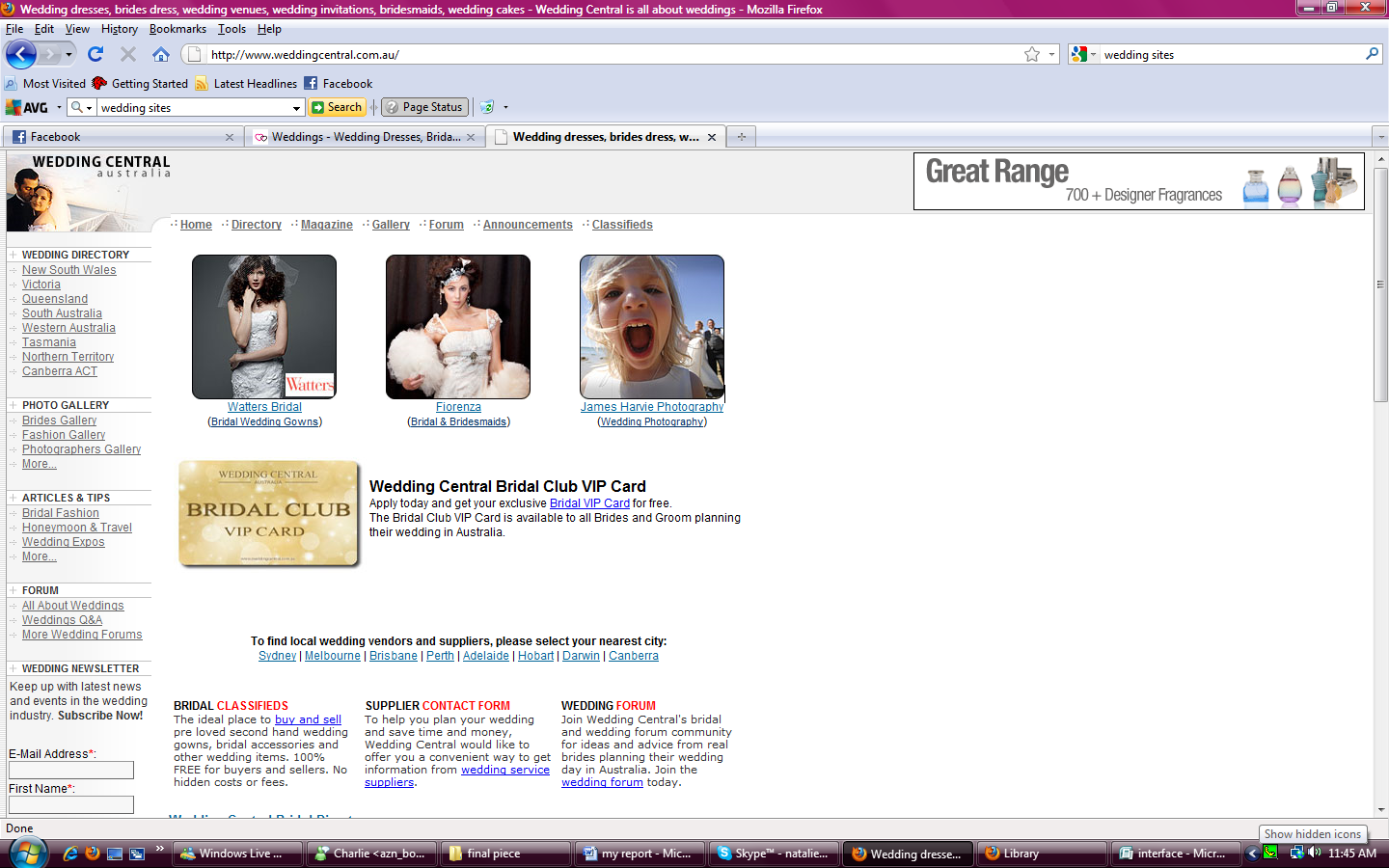
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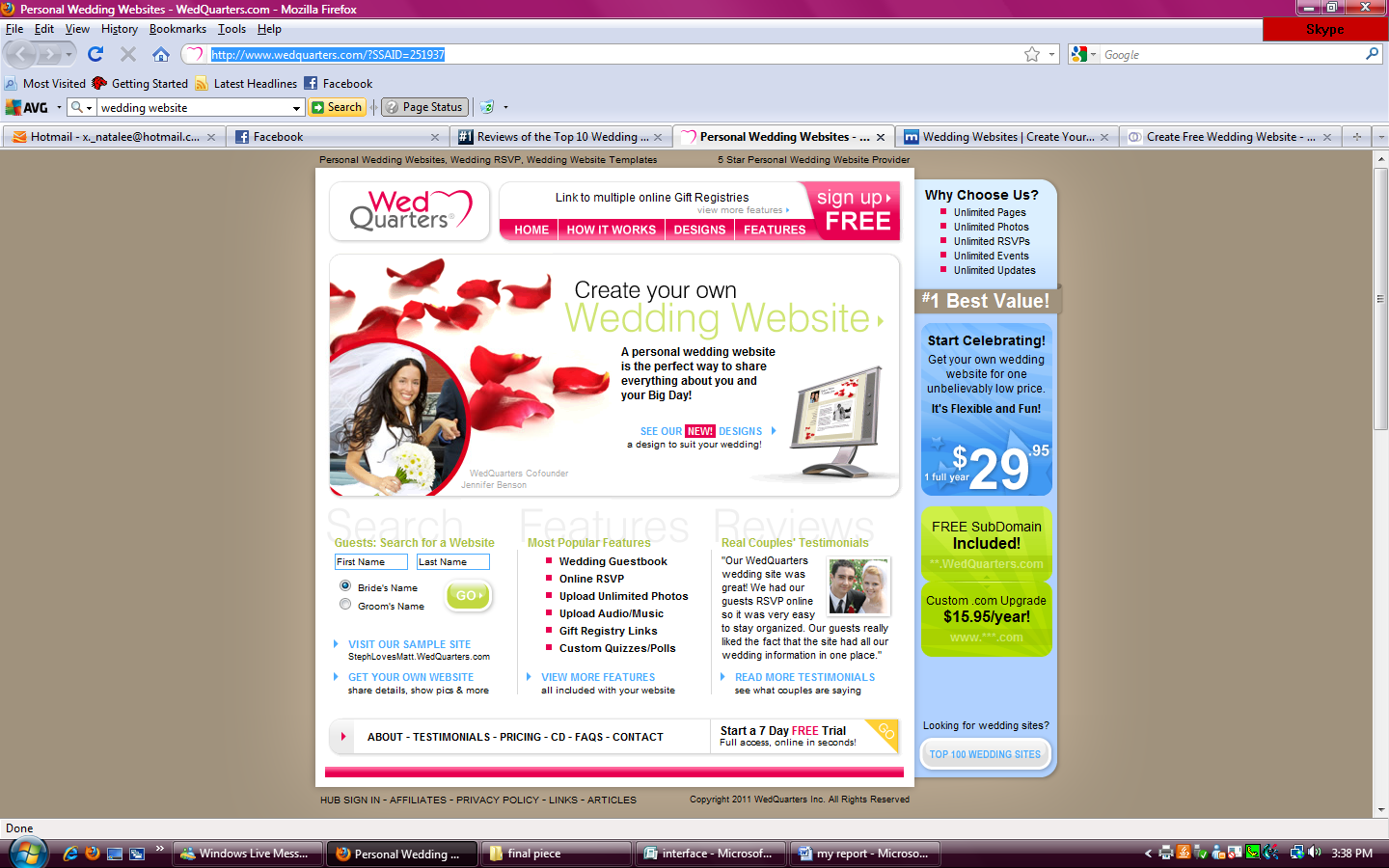
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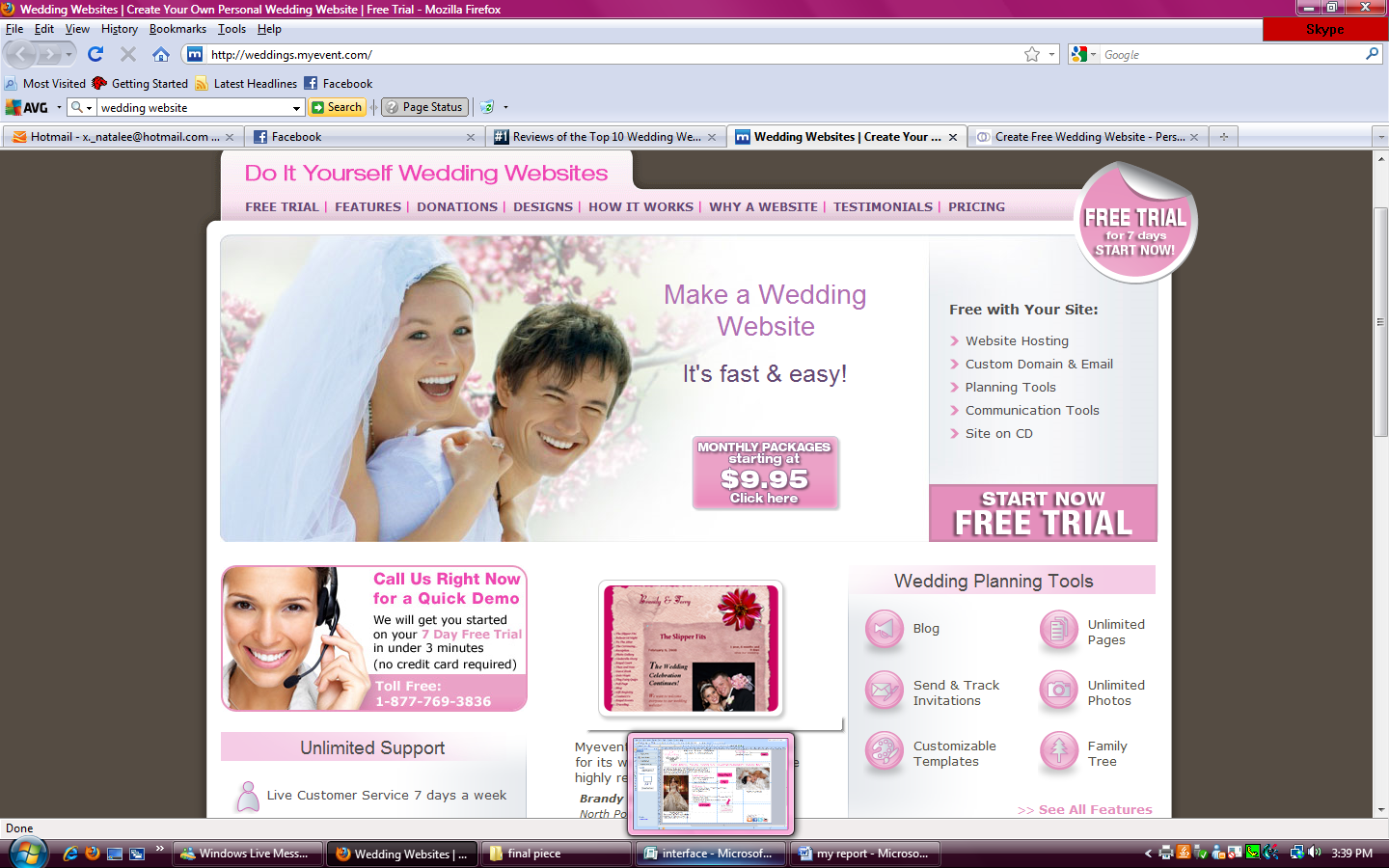
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**Conclusion**

The reason why I created this website was to connect people together in a social network, and to get them communicating or using tools which allow them to communicate with each other, but it also is a place where everyone can post their views and opinion. This is also convenient to people who doesn’t have time to go and meet people and talk about ideas for their plans.

As there are so much things out there that can be done cheaper for a wedding and by jumping online to this website you would be able to find everything and anything that you need in order to plan out your special day.

NT Wedding Secrets allows everyone to access information about weddings, from a wedding planner, to a reception venue to a hair stylist you name it. The unique thing about this website is that you can become a member. When you do, you will be able to share your own opinions and views on places (e.g. a venue, cake maker, makeup artist etc) that you have been to and share your experiences with others who haven’t. People will become familiar with this site by word of mouth and may pass it onto others who possibly have not discovered it yet.

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